A How To Guide for Crowdrise Raising Funds for Semillas de Amor

Introduction

Hello and thank you so much for supporting Semillas de Amor and the kids!!!! In the following pages you will see a step-by-step process on how to create a Crowdrise page so that you can easily receive donations for your online fundraiser or sell tickets for your event. This service is a fantastic structure that will support you for success. You will be able to easily create a page with your information, send emails, post to Facebook, build your team, and receive donations.

If you are Hosting an Event

Please note – Crowdrise is not traditionally used as for selling tickets for an event – it does not have the capability to "Sell Tickets" (like Eventbrite). The reason we are recommending using this service is because it is an easy way for you not have to handle the money and paperwork. All donations go directly to us and Crowdrise manages all the tax receipts.

The one thing to manage is your incurred expenses that you want reimbursed. If this is the case there are two options:

- Option 1: Use Crowdrise and we will reimburse your expenses. All you need to do is send us receipts (you can scan these in and send via email) and fill out the expense report. We will then send you a check within 2 weeks.

- Option 2: You can use Eventbrite and receive the donations and subtract the expenses before sending us the final donations. With the donations, you will need to send us the name, email, address, phone number, and amount of donation of everyone that donated so that we can make sure they get their tax receipt. You can <u>download this information sheet</u> that every donor can fill out to make it easier on you.

If you have any questions or concerns about this feel free to call me and we can discuss. Colleen Schell - 415.225.8639.

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Begin the Process

Go to the Semillas de Amor (Seeds of Love) Crowdrise page at:

http://www.crowdrise.com/seedsoflove



Semillas de Amor

Sharing Love, Instilling Values, and Creating Bright Futures

Setting Up Your Page

An Easy Three Step Process

CREATE YOUR FUNDRAISER

Here you select what kind of fundraiser you are doing, what you want to call it, and the details. All of this is up to you and you can create anything you want.

You can create a unique URL for your Crowdrise page. Just type in something short and sweet after the web address in this line. In this example, I called mine "joyforkids". If you are hosting an event of some kind, make sure people know this by adding all the details in the "About Your Fundraiser" section. You will be able to edit this information later as well so if you want to add more or change some details you will be able to do that.

Make sure you upload a photo to make it more personal. This can be an image of you, your kids, or something associated with the fundraiser. You will also be able to add more photos later.



STEP 1 | STEP 2 | STEP 3

www.semillasdeamor.org

down somewhere.

Conformation of Account Created

Once all the forms are filled out you will receive this confirmation that your account is active. Just close this box and you will be directed to your personal online Crowdrise page.



Here is a sample page that I created to demonstrate how it is done:



To finish adding information or edit the information you have click the "Edit Fundraiser Text"

Once you hit "Edit Fundraiser Text" you will get this screen where you can add to or edit what you have wrote.

If you are doing an event make sure you have all the event details in the "Here's the Story" area. For example:

Date, Time, Location, Price of Ticket, and Any Special Information/ Directions

Let people know that there are no tickets for the event and that their names will be at the door.





Make sure to save your changes

PROJECT NAME:	
Let's Raise a Bit of Joy!	
FUNDRAISING GOAL:	EVENT DATE:
\$1,000	OCT \$ 31 \$ 2012 \$
HOURS VOLUNTEERED:	MILEAGE TRACKER:
0	0
HERE'S THE STORY:	
B I U Size ▼ }Ξ I 🙈 🙈	
This is where you will tell perform your person If you are having an event to support the fund DATE TIME LOCATION PRICE OF TICKET SPECIAL DIRECTIONS	hal story and why you are supporting the home. Iraising make sure all the details are here:
✓ Allow other Team Members to Enter Offline De ☐ Hide All Donation Dollar Amounts ✓ I want other people to help me fundraise	onations
	ANGES

Semillas de Amor





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A screen will pop up and ask you how you want to spread the word.

Lets walk through how to email first...so click on the green "Email" icon.

Once you do that this screen will pop up which gives you step by step instructions on how to email your contacts and also gives you tips on how to be more successful!

EMAIL YOUR FRIENDS TO DONATE

Privacy Policy

Send emails to everyone you know and ask them to donate, email them updates about your campaign, and , ough we recommend super personal thank you messages, use this tool to send thank you emails in bulk. We make it incredibly easy for you to import all your contacts and add yew ones as you send out new emails. Filter your contacts by those who have donated and those who haven't if you want to send different messages to each group. This email tool was voted the "#4 fundraising email tool" by How to Clean Your Swimming Pool Magazine. Needless to say, we're very proud. If you need any help using this email tool ntact Us right away.

Email up to 5,000 people at once. If you're an organization with millions of supporters, you'il wan to use your own email program to send a big email blast, but Contact Us if you need help crafting effective messages.

separate each email ad	dress by a comma o	r semicolon)	
separate each email ad	dress by a comma c e (Optional):	r semicolon)	
separate each email ad dd a Personal Message Write My Own Messag	dress by a comma c e (Optional): e	r semicolon)	
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separate each email ad dd a Personal Message Write My Own Messag	dress by a comma o	r semicolon)	

READ THIS IF YOU WANT LOTS OF DONATIONS

- 1. Be relentless. It's ok to email your contacts 3-4 times over the life of your fundraising campaign.
- 2. Make sure your friends know they're sponsoring you so they feel quilty if they don't give some cash money.
- 3. We highly recommend you make the first donation yourself. Your friends will see what you donate and likely donate the same amount
- 4. Send a campaign update at some point to let your friends know how everything is going, and use it to thank the people that have donated, and let people know they still have time to donate.
- 5. Use the REPLY link we put next to each donation at the bottom of your fundraising page to send personal thank you messages to each donor. Try to thank them right away since most people are used to being thanked weeks later. And let them know the reallife impact their money is having. Don't be surprised if people

SEND EMAILS

COLLEEN SCHELL'S FUNDRAISER:





After you send the emails it will take you back to your main page

In order to share via Facebook click on the "Ask for Donations" button again.



A screen will pop up and ask you how you want to spread the word.

Now click on the Facebook icon.

If you are not signed into Facebook it will ask you to sign in.

Once you do, this page will come up. Write something in your status area and tell ask for your community to either come to your event or donate now to your online fundraiser.

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Click "Share Link" and this post will show up on your timeline.

If you want to post it specifically to someone's page or to a group page that you are a part of select those from this drop down menu.

Post on Facebook at least twice a week. Tell people about the progress, any new information, and thank people that have committed to coming or who have donated.



Building Your Team

If you have people that would like to join your fundraiser and help spread the word (these can be people on your Host Committee or Leadership Team or anyone interested in supporting you) they can easily do so on your Crowdrise page. If they join your team online they will able able to easily send emails, post on Facebook, and invite guests to events through the service. You can share this document with them as well.

To request people to join your team click the big black button "Invite Team Members" on your personal Crowdrise page. Or direct them to your page and have them click the "Join the Team" button.



They will then be requested to go through the same process that you did to set up an account and be able spread the word using the Crowdrise tools. Again, make sure you sure this document with them so they are set up for success!

Saying Thanks/ Confirming

Once someone makes a donation you will be notified by Crowdrise with the subject line "Someone Just Donated to Your Cause". In the email will be a link that will take you to your "Donors" page. This will be a list of the people that have donated or bought tickets to your event. You will see if you have sent them a thank you note or not by the orange text under their name and donation amount.

DONO	RS Thank All Donors	< Prev 1 2 3 4 Next>
	DONOR: JOYCE LENDER (Joyce Lender) DONATION: \$100	
	4 Months Ago	
	DONOR: BLAIR PALMER, SHARING UNICORN MAGIC! (Blair Palmer) DONATION: \$10	
	Send Thank Yo 5 Months Ago	
	DONOR: ANDREA SCHELL (Colleen Schell)	
	Send Another Thank You	
	o Monins Ago	
	DONOR: NANCY SOISSON (Nancy Soisson) DONATION: \$10	DELETE COMMENT
	6 Months Ago	

If you are Hosting an Event

If you are hosting an event and selling tickets make sure you let people know that they are confirmed for the event and that their name will be at the door. Also include all the details for the event including: date, time, location, and other relevant details.